



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1372254

Schedule Dates 09/18/12-09/23/12
Advertiser MCCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR GOV (195181)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name DOME, PATRICIA
Phone/Fax /
CPE MCCR/ORDR/917923
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOV
MCCRORY FOR NC GOVERNOR
JONATHAN VITTI

Date Entered 09/13/12
Last Modified 09/14/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09818372
Demo A35+-R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$222.75
Net Total \$1,262.25
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	11	\$1,485.00
Grand Total:	11	\$1,485.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	09/23/12-09/23/12	3	:30	10:58-40A-ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	9/13/12
2.0	Normal Line / Prime (9)	09/20/12-09/20/12	3	:30	10:02P-ABC-Scandal (Thursday)				1					1	\$785.00	\$785.00	Greensboro (WXLV)	SCANDAL	9/14/12
3.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	9A- The Doctors	2	X	X	X	X				2	\$40.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	9/14/12
4.0	Normal Line / SPOT (11)	09/18/12-09/21/12	3	:30	12:02:05A-ABC-Jimmy Kimmel Live	3	X	X	X	X				3	\$5.00	\$15.00	Greensboro (WXLV)	KIMMEL	9/14/12
5.0	Normal Line / News (12)	09/18/12-09/21/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	X	X	X	X				1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS	9/14/12
6.0	Normal Line / SPOT (13)	09/18/12-09/21/12	2	:30	12P- 1P (EST)	1	X	X	X	X				1	\$40.00	\$40.00	Greensboro (WXLV)	MILLIONAIRE	9/14/12
7.0	Normal Line / SPOT (14)	09/18/12-09/21/12	1	:30	7P- 7:57P (EST)	1	X	X	X	X				1	\$280.00	\$280.00	Greensboro (WXLV)	FAMILY FEUD	9/14/12
8.0	Normal Line / Prime (15)	09/21/12-09/21/12	3	:30	7:57:56P- ABC-Shark Tank (Friday)						1			1	\$220.00	\$220.00	Greensboro (WXLV)	SHARK TANK	9/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Media Bureau alia		

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 917923
 Buyer PATRICIA DOME
 Phone#
 Fax#
 Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCR/ORDR/917923
 Flight Dates 09/17/2012 - 09/23/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S
 REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN
 NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY
 BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO
 RACE OR ETHNICITY.

--- REMARKS ---

SEE LNS FOR MKGDS
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	M-F	09/17-09/21	12P-1P	MILLIONAIRE	.30	\$20.00	0	0	0	\$0.00
				Sales Remark. V3 SPOTS NA AND TAKEN OUT						
				V3 Comment Changed, Spots/week Changed						
*2	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	0	0	0	\$0.00
				Sales Remark. V3 SPOTS NA AND TAKEN OUT						
				V3 Comment Changed, Spots/week Changed						
*4	M-F	09/17-09/21	7P-730P	FAMILY FEUD	.30	\$70.00	0	0	0	\$0.00
				Sales Remark. V3 SPOTS NA AND TAKEN OUT						
				V3 Comment Changed, Spots/week Changed						
*5	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	0	0	0	\$0.00
				Sales Remark. V3 SPOTS NA AND TAKEN OUT						
				V3 Comment Changed, Spots/week Changed						
*6	M	09/17-09/17	10P-11P	CASTLE	.30	\$640.00	0	0	0	\$0.00
				Sales Remark. V3 SPOTS NA AND TAKEN OUT						
				V3 Comment Changed, Spots/week Changed						

Rep Order#	9818372	Ver#	3	Status	Revised	Traffic Order#	1372254
EC'd	Yes						

Printed: 09/14/2012 4:14 PM
Last Received: 09/14/2012 4:01 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station	WXLV-TV GREENSBORO/W.SALEM	Agency	() SMART MEDIA GROUP
Advertiser	() POLITICAL		814 KING ST, SUITE 400
Product	MCCRORY FOR GOV		ALEXANDRIA, VA 22314
Estimate#	917923	Agency C/P1/P2/E	MCCR/ORDR/917923
Buyer	PATRICIA DOME	Flight Dates	09/17/2012 - 09/23/2012
Phone#		Hiatus Weeks	

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VTTT
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*7	TU	09/18-09/18	9P-10P	HAPPY / DONT TRUST	.30	\$270.00	0	0	0	\$0.00
		Sales Remark. V3 SPOTS NA AND TAKEN OUT								
		V3 Comment Changed, Spots/week Changed								
*8	W	09/19-09/19	10P-11P	REVENGE	.30	\$675.00	1	1	1	\$675.00
		Sales Remark. V3 REVISED PROGRAM								
		V3 More than 2 codes changed								
*9	TH	09/20-09/20	10P-11P	SCANDAL	.30	\$785.00	2	1	1	\$785.00
		Sales Remark. V3 MKGD								
		V3 Added								
*10	M-F	09/17-09/21	9A-10A	DOCTORS	.30	\$40.00	2	1	2	\$80.00
		Sales Remark. V3 MKGD								
		V3 Added								
*11	M-F	09/17-09/21	1202A-108A	KIMMEL	.30	\$5.00	3	1	3	\$15.00
		Sales Remark. V3 MKGD								
		V3 Added								
*12	M-F	09/17-09/21	11P-1135P	NEWS	.30	\$40.00	1	1	1	\$40.00
		Sales Remark. V3 MKGD								
		V3 Added								
*13	M-F	09/17-09/21	12P-1P	MILLIONAIRE	.30	\$40.00	1	1	1	\$40.00
		Sales Remark. V3 MKGD								
		V3 Added								
*14	M-F	09/17-09/21	7P-8P	FEUD	.30	\$280.00	1	1	1	\$280.00
		Sales Remark. V3 MKGD								
		V3 Added								
*15	F	09/21-09/21	8P-9P	SHARK TANK	.30	\$220.00	1	1	1	\$220.00
		Sales Remark. V3 MKGD								
		V3 Added								

Rep Order# 9818372 Ver# 3 Status Revised Traffic Order# 1372254
EC'd Yes

Printed: 09/14/2012 4:14 PM
Last Received: 09/14/2012 4:01 PM
Showing Buylines: All Rep Revised Lines

Station	WXLV-TV GREENSBORO/W.SALEM	Agency	() SMART MEDIA GROUP	Rep Firm	() WASHINGTON					
Advertiser	() POLITICAL	814 KING ST, SUITE 400	Sales Office	() JONATHAN VITTI						
Product	MCCRORY FOR GOV	ALEXANDRIA, VA 22314	Salesperson							
Estimate#	917923	Agency C/P1/P2/E	MCCRORY/DR/917923	Salesperson Phone#	202-955-5342					
Buyer	PATRICIA DOME	Flight Dates	09/17/2012 - 09/23/2012	Salesperson FAX#						
Phone#		Hiatus Weeks								
Fax#										
In	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost

---REPORT TOTALS---

Report Totals. 11 / \$2,135.00

---SALES MONTHLY TOTALS---

Sep 12. 12 / \$2,160.00
Sales Totals. 12 / \$2,160.00
Station Totals. 12 / \$2,160.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,857	CABL 0%	UNKN 0%	WBFX 0%	WCMG 0%	WEMY 28%
		WGHP 26%	WMYV 0%	WUPN 0%	WXII 39%	WXLV 7%

Books null
Demos RA35+

Rep Order# 9818372 Ver# 2 Status Returned Traffic Order# 1372254
 EC'd Yes Printed: 09/13/2012 2:11 PM 1 of 2
 Last Received: 09/13/2012 11:34 AM
 Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCORRY FOR GOV
 Estimate# 917923
 Buyer PATRICIA DOME
 Phone#
 Fax#
 Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCORRY/ORDR/917923
 Flight Dates 09/17/2012 - 09/23/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

MCCORRY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 1, 2, 4 & 5 for n/a's and need rates
 pls see line # 8 for n/a and mg offer
 pls see lines 6 & 7 for n/a's. let's offer
 9/20 10-11P 1x \$785 (scandal)
 m-f w/o 9/17 9-10a 2x \$40/ea (the doctors)
 m-f w/o 9/17 1202-108m 1x \$5 (kimmel)
 m-f w/o 9/17 11-1135p 1x \$40 (news)
 pls advise/revise asap.
 tks

550

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	M-F	09/17-09/21	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
				V2 line is n/a - will need \$40/ea to clear						
*2	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	3	1	3	\$210.00
				V2 line is n/a - will need \$280/ea to clear						
*4	M-F	09/17-09/21	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
				V2 line is n/a - will need \$280/ea to clear						
*5	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
				V2 line is n/a - will need \$280/ea to clear						
*6	M	09/17-09/17	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
				Station Remark. V2 line is n/a due to prg chg						

2x kimmel 3 spots (3)

Rep Order# 9818372 Ver# 2 Status Returned Traffic Order# 1372254

Printed: 09/13/2012 2:11 PM
Last Received: 09/13/2012 11:34 AM
Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 917923
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRODR/917923
Flight Dates 09/17/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
*7	TU	09/18-09/18	9P-10P	HAPPY / DONT TRUST	.30	\$270.00	1	1	1	\$270.00
		Station Remark. V2 line is n/a due to prg chg								
*8	W	09/19-09/19	10P-11P	NASHVILLE	.30	\$675.00	1	1	1	\$675.00
		Station Remark. V2 line is n/a due to prg chg-offer 9/19 sep 1x ncir (revenge)								

---REPORT TOTALS---

Report Totals. 13 / \$2,135.00

---SALES MONTHLY TOTALS---

Sep 12. 14 / \$2,160.00
Sales Totals. 14 / \$2,160.00
Station Totals. 14 / \$2,160.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,857	CABL 0%	UNKN 0%	WBFX 0%	WCMG 0%	WMTV 28%
		WGHP 26%	WMTV 0%	WUPN 0%	WXII 39%	WXLV 7%

Books null
Demos RA35+

Rep Order# 9818372 Ver# 1 Status New
EC'd Yes

Traffic Order# 1372254

Printed: 09/13/2012 11:31 AM
Last Received: 09/13/2012 11:25 AM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 917923
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRO/ORDR/917923
Flight Dates 09/17/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	09/17-09/21	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
2	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	3	1	3	\$210.00
3	SU	09/23-09/23	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
4	M-F	09/17-09/21	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
5	M-F	09/17-09/21	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
6	M	09/17-09/17	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
7	TU	09/18-09/18	9P-10P	HAPPY / DONT TRUST	.30	\$270.00	1	1	1	\$270.00
8	W	09/19-09/19	10P-11P	NASHVILLE	.30	\$675.00	1	1	1	\$675.00

---REPORT TOTALS---
Report Totals. 14 / \$2,160.00

---SALES MONTHLY TOTALS---

Sep 12. 14 / \$2,160.00

Send a/c 10-11P 1x 7/5 (3) a/c
N.C. w/b 9/17 9-10P 2x + 30/14 (2)
1200-106m 1x 55 (3)
11-1135P 1x 44 (3)

Rep Order# 9818372 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/13/2012 11:31 AM
Last Received: 09/13/2012 11:25 AM
Showing Buylines: All Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 917923
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRO/ORDR/917923
Flight Dates 09/17/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Sales Totals. 14 / \$2,160.00

Station Totals. 14 / \$2,160.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$30,857

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFMY	28%
WGHP	26%	WMYV	0%	WUPN	0%	WXII	39%	WXLV	7%

Books null
Demos RA35+